

# World Breastfeeding Week

Each year the World Alliance for Breastfeeding Action (WABA) chooses a theme for World Breastfeeding Week. The theme for 2011 is: "Talk to me! Breastfeeding – a 3D Experience." The theme deals with communication at various levels and between various sectors. When thinking about breastfeeding support, we tend to see it in two-dimensions: 1.) Time (from pre-pregnancy to weaning) and 2.) Place (the home, community, health care system, etc). But neither has much impact without a THIRD dimension – communication! This third dimension includes cross-generation, cross-gender, and cross-culture communication and encourages the sharing of knowledge and experience, allowing wider outreach.

Using digital communications and social media tools can be a valuable way to expand reach, encourage engagement, and increase access to science-based health messages. It connects people when, where, and how they want to receive health messages. Tapping into personal networks and presenting information in multiple spaces, sources, and formats helps to make messages more credible and useful.

Communication is an important part of protecting, promoting and supporting breastfeeding. We live in a world where individuals and global communities connect across small and great distances at an instant's notice. New lines of communication are being created every day, and we have the ability to use these information channels to broaden our horizons and spread breastfeeding information beyond our immediate time and place to impact change.